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Probably if all of Latin literature were preserved we should find more poets like Martial. A recent writer has argued that Horace's poems in praise of wine—the "Massic-laden ditty"—to use Eugene Field's phrase—were written to increase the sales of wine, in other words, that they were advertising⁸⁵. In a way, both Horace and Vergil were the press agents of the new Empire of Augustus.

There were many things which hindered the growth of commercial advertising. The lack of any efficient means of ordering or shipping goods would be in itself fatal, while the Roman economic system as a whole, based as it was on slavery, offered little inducement to ingenuity, discouraged labor-saving devices, and destroyed all feeling of the dignity of labor.

In general, we may say that there was no need for other advertising media than those they had. It may well be that the sketch I have given of advertising through the *acta* is inadequate, and it almost certainly is of the billboard method. But the Roman did not need as many kinds of advertising as we do. He lived an idle outdoor life. From early morning to dark he was loafing around the barber shops, basking in the sun in a portico or basilica or strolling in the shade they afforded, chatting with his friends in the great baths that served as club, library and gymnasium in one. The social instincts of the Roman were highly developed. He sought company. He had ample chance and ample leisure to read placards, as we see him doing in the Pompeian wall painting. He talked of many things of which we moderns read or write. To him, a newspaper was unnecessary. No one who does not know how much time the Italian can and does spend in the cafe can quite realize how the average Roman spent his time. Then, too, there was less to advertise—fewer changes in fashion to need publicity, fewer inventions to need exploiting. We may surely say that had the need for more advertising been felt, the practical Roman—the Yankee of antiquity—would have met it.

UNIVERSITY OF PITTSBURGH.

EVAN T. SAGE.

PHILADELPHIA SOCIETY FOR THE PROMOTION OF LIBERAL STUDIES

The third annual meeting of the Philadelphia Society for the Promotion of Liberal Studies was held at the Adelphia Hotel on Saturday, March 25. About 125 persons were present. The President, Professor John C. Rolfe, of the University of Pennsylvania, in his report of the year's activities, spoke of the series of numbered Bulletins which is being issued by the Society. Through these the Society brings to those who cannot attend its meetings brief extracts from the addresses which have been delivered and information concerning its various lines of work. The Society wishes to be of service to all teachers and friends of the liberal studies and will send to those interested its own publications or will undertake to procure for them the publications of other organizations favorable to liberal studies.

Professor Albert E. McKinley, of the University of Pennsylvania, delivered an address on *The Influence of the War upon Education in Europe*. The war has dis-

organized educational systems; pupils have been drafted for service even from Grammar schools; professors have been taken from their class-rooms to engage in administrative service; funds hitherto devoted to education have been diverted to the war treasures. Archaeological excavations have almost stopped; only a tiny group of students is in attendance at the classical schools; scholarly journals are greatly reduced in numbers and in size or have ceased altogether. All these conditions, Professor McKinley said, seemed to indicate that after the war there would be a demand for the practical rather than for the cultural in education. Hence America alone may have the opportunity of culture and the liberal studies. Dr. Richard Cabdury, of Swarthmore College, spoke of *The Relation of the Classics to the Bible*. He not only emphasized the thought that the study of Latin and Greek is valuable to the student who wishes to read the Bible in its original languages—Latin, because it furnishes the best training in language sense, the prerequisite of all language study; Greek, for the firsthand knowledge that it gives of the New Testament,—but also said that knowledge of the Classics is very important for the study of the Bible through translation, because of the foreign point of view which is taught.

At the afternoon session, Professor Kirby Smith, of The Johns Hopkins University, gave a witty and delightful exposition of *The Case of Magic Versus Beauty in the Classical Court of Love*, and traced the treatment of this subject by classical writers from Euripides to Ovid. With the exception of Tibullus (who died young and never married and therefore found beauty woman's most potent charm), these writers agree that the most compelling love-charm is of the mind rather than of the person, being variously interpreted as nobility of character, sweet temper, adaptability. Professor George Barton, of Bryn Mawr College, closed the program with an address on *The Classics as Preparation for Oriental Studies*. Knowledge of Greek and Latin, he said, was an indispensable preparation for the study of Hebrew, Persian, and Sanskrit, and he cited numerous classical writers with whom the Oriental student must be familiar whether it be his purpose to work with the languages of Assyria and Babylonia, or to become an Egyptologist or an Arabist.

The following officers were elected: President, Katharine E. Puncheon, Principal Philadelphia High School for Girls; First Vice-President, Benjamin W. Mitchell, Central High School; Second Vice-President, Roland G. Kent, University of Pennsylvania; Secretary, Jessie E. Allen, Philadelphia High School for Girls; Treasurer, Franklin A. Dakin, The Haverford School; Executive Committee: Samuel E. Berger, Germantown High School; Clara Comegys; William H. Klapp, Episcopal Academy; John C. Rolfe, University of Pennsylvania; Nicholas P. Vlachos, Temple University. JESSIE E. ALLEN, *Secretary*.

THE NEW YORK LATIN CLUB

On April 8, Mr. George A. Plimpton entertained the members of The New York Latin Club at his residence. Mr. Plimpton spoke on *Education in the Time of Shakespeare*, exhibiting in illustration some of his valuable horn-books, his rare editions of Cato's *Maxims*, Coderius's *Colloquies*, Lily's *Latin Grammar*, etc.

It is interesting to note that the boy of Shakespeare's day was thoroughly taught the conversational and epistolary use of Latin, that he read with comparative ease Ovid, Cicero, and Vergil, and that Caesar was saved till the youth had gained experience, and then was read only for the history. JANE GRAY CARTER,

Censor.

⁸⁵Ferrero, *Wine in Roman History*, in *Characters and Events of Roman History*, 194 ff.